

WYBC-THE YALE BROADCASTING COMPANY
INCORPORATED

PROGRAM DEPARTMENT

MAY 24, 1948

TO: STODDARD JOHNSTON, BUSINESS MANAGER,
"THE IVY NETWORK"
ALL MEMBERS AND HEELERS, WYBC

THE FOLLOWING WILL BE THE GOVERNING CONTINUITY FOR ALL
IVY NETWORK PROGRAMS CARRIED BY THIS STATION, ORIGINATING
FROM OUR STUDIOS:

ALL PROGRAMS WILL BE PRECEDED WITH THE FOLLOWING WORDS
GIVEN BY A STAFF ANNOUNCER IN HIS MOST SMALTZY VOICE:

"THIS IS THE IVY NETWORK"

(NOTE: IF THIS COMES ON THE HOUR, THE TONE WILL
SOUND, AND THEN THE ANNOUNCER WILL FOLLOW
IMMEDIATELY. ACTUAL PROGRAM WILL FOLLOW
ANNOUNCER IMMEDIATELY ALSO.)

IF PROGRAMS OF $\frac{1}{2}$ HOUR OR LONGER DURATION PERMIT, A
SPECIAL COURTESY IVY NETWORK PROMOTION SPOT PLUG WILL BE
READ BY A CLASS "A" STAFF ANNOUNCER AT AN APPROPRIATE POINT
APPROXIMATELY IN THE MIDDLE OF THE PROGRAM (IE: BETWEEN
FLIPS ON 16" RECORDS ETC).

PROGRAMS WILL END WITH THE WORDS (BY A STAFF ANNOUNCER)

"THIS IS THE IVY NETWORK"

A DIFFERENT STAFF ANNOUNCER WILL THEN SAY AT AN APPROPRIATE
POINT:

"AND THIS IS THE YALE BROADCASTING COMPANY"

COMMERCIAL OR BREAK WILL FOLLOW AS USUAL.

ALL STAFF ANNOUNCERS AND ENGINEERS OF WYBC WILL BE
GOVERNED ACCORDINGLY.

DAVID H.Z. JOHNSTON
PROGRAM DIRECTOR

